

McDONALD'S

Unit 7

Why is fast food so popular?

What is your favorite fast food?

How many fast-food restaurants can you name?

Do you have a dream? What do you want to do?

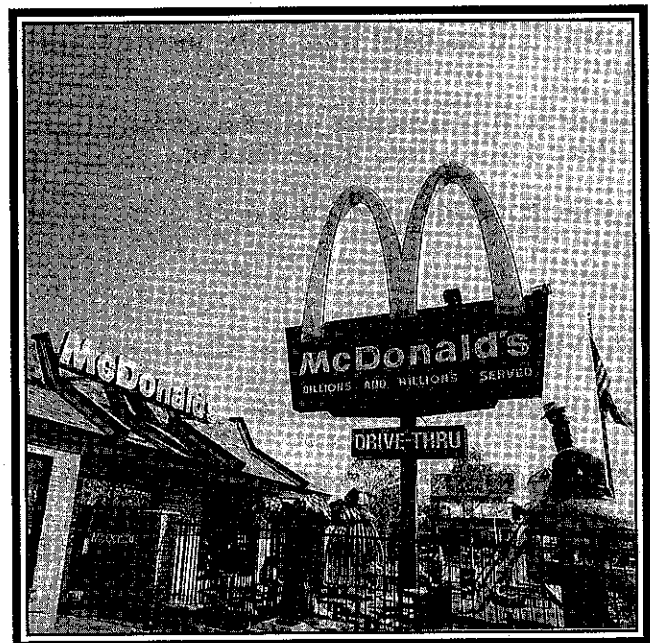
Maurice ("Mac") and Richard McDonald have a dream. They want to be movie stars. They go to California from the East Coast. But they cannot find jobs in the movies. They are very poor. They are very disappointed. They must do something to make money. They decide to open a restaurant in San Bernardino. They want to try something new—a fast-food restaurant. They borrow money and open a restaurant. They call the restaurant McDonald's. Hamburgers, milk shakes, and french fries are on the menu. That's all. A restaurant with three things on the menu? No one thinks it will work. But people love it. The food is simple, fast, and good. Soon, people wait in line outside the restaurant.

A salesman named Ray Kroc from Chicago cannot understand why the restaurant needs so many milk-shake machines. So he goes to California to see this restaurant. He is amazed. People wait outside the restaurant to get in. He tries the food. It is great. And the restaurant is so clean.

Kroc asks the brothers to open other restaurants like this. The brothers say they make enough money. Kroc tells the brothers they can make more money. He can open other McDonald's like this one. He will give them some money for these restaurants. The brothers agree.

It is 1955. Kroc opens two other McDonald's. But people want more. Soon there are hundreds of McDonald's. The brothers have enough money. They sell McDonald's to Ray Kroc. He pays \$2.5 million.

Kroc becomes very rich. And the brothers? They are happy with their quiet life.



VOCABULARY

Write the correct word in the blanks.

disappointed
enough

dream
milk shakes

borrow

1. Mac and Richard McDonald have a dream. They want to be movie stars.
2. The McDonald brothers do not have any money to open the restaurant. They must _____ from someone.
3. Mac and Richard want to be movie stars. But they cannot find jobs. They feel sad. They are _____.
4. Mac and Richard make a lot of _____. They use milk, ice, and sugar.
5. Mac and Richard do not need more money. They have _____.

COMPREHENSION

Following the Sequence

Which happens first? Write 1 on the line. Which happens next? Write 2 on the line.

1. 1 Mac and Richard go to California. They want to be movie stars.
2 Mac and Richard cannot find jobs in the movies.
2. _____ The McDonald brothers open a fast-food restaurant.
_____ The McDonald brothers borrow money.
3. _____ People wait in line to get into McDonald's.
_____ Mac and Richard try a simple menu—hamburgers, milk shakes, and french fries.
4. _____ Kroc thinks McDonald's is a great restaurant.
_____ Kroc goes to California.
5. _____ Kroc tells the brothers they can make more money.
_____ Kroc opens two more McDonald's restaurants.
6. _____ Mac and Richard sell McDonald's to Ray Kroc. He pays \$2.5 million.
_____ Kroc becomes very rich.

Looking for Details

One word in each sentence is *not* correct. Find the word and cross it out. Write the correct word or words.

1. Mac and Richard McDonald go to California from the ^{East}~~West~~ Coast.
2. Hamburgers, salads, and milk shakes are on the first McDonald's menu.
3. Ray Kroc is a salesman from Boston.
4. Ray Kroc thinks the service is great at McDonald's.
5. The brothers sell McDonald's to Ray Kroc for 3.5 million.
6. The brothers are unhappy with their quiet life.

ACTIVITY

Imagine you are one of the McDonald brothers. Do you want to sell your restaurant? Give three reasons.

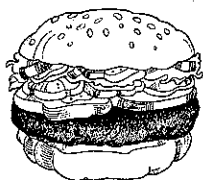
EXAMPLE: I want to be rich.

1. _____
2. _____
3. _____

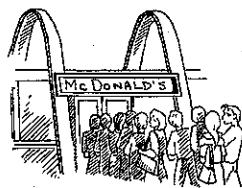
Compare answers with your classmates. What are their reasons?

WRITING

Look at the pictures below. Make sentences with the words under the pictures. Write your sentences on the lines.



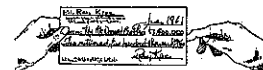
1. Mac and Richard McDonald/open/fast-food restaurant



2. People/wait/line/outside/restaurant



3. Ray Kroc/go/California/see/McDonald's



4. Brothers/sell/McDonald's/Ray Kroc

1. Mac and Richard McDonald open a fast food restaurant.
2. _____
3. _____
4. _____